

Trendlines



July/August 2005

Perspectives On Utah's Economy

Economists View on Tourism

Insight into
Evolving Jobs

Journey through
Kane County

Large Increase in
Employment
Worth Noting

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Lecia Parks Langston is the Western Regional Economist for the Department of Workforce Services, and lives in St. George. Lecia has been an economist with the state for more than 20 years. During that time, she was chief economist for the Department of Employment Security for six years, has served as a president of the Wasatch Front Economic Forum, has staff Governor Bangerter's Workforce 2000 Committee, and is a past advisor of the Governor's Economic Coordinating Committee. She is the author of several studies including *Hard at Work: Women in the Utah Labor Force*.



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Michael Hanni is currently a regional economist for the Department of Workforce Services (DWS). He has responsibility for the seven counties comprising eastern Utah: Daggett, Duchesne, Carbon, Emery, Grand, San Juan, and Uintah. Michael earned a Bachelors of Science in economics and a Bachelors of Arts in political science at the University of Utah. He is currently finishing up a Masters of Arts in economics at the same institution. While Michael is a native of Texas, Utah has become his home. An avid hiker, he has been bewitched by the beautiful landscapes of eastern Utah.

John Mathews is the Northern Region Economist for the Department of Workforce Services where he has been employed as an economist for 27 years. His primary areas of responsibility include the preparation of Utah's occupational employment projections, and wage and career information. John conducts various research studies and provides labor market training. He has a B.S. and an M.S. in Economics from the U of U and has served as an Assistant Adjunct Professor of Economics at the U of U, and is an economics faculty member at the University of Phoenix.



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Trendlines is published bimonthly by Workforce Information Division of the Utah Department of Workforce Services. To read, download, or print this publication (free), see out internet site:

jobs.utah.gov/wi

Click on "Publications" then select the one you want from the drop-down menu.



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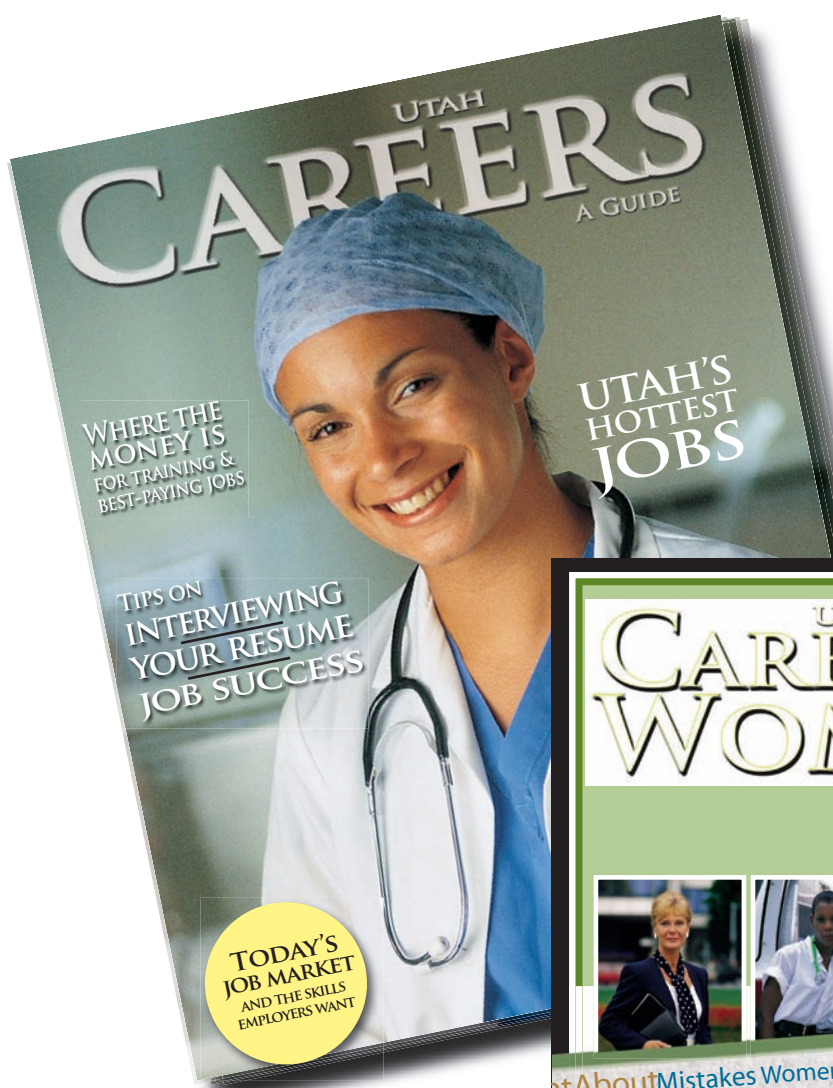


Dave Williams is responsible for conducting a comprehensive research program that enables the Utah Division of Travel Development to base strategic decisions, program design, and outcome measurement on research and quality data management. He also produces numerous reports regarding the economic impact of travel and tourism on the state as well as information about the latest trends in the industry. Prior to working for the state, Dave held a number of marketing positions including director of marketing for The Gallup Organization and product manager for Iomega Corporation. Dave earned his MBA and Bachelor's degree in marketing from the University of Utah. He and his wife, Angie, have three boys and currently reside in Layton.



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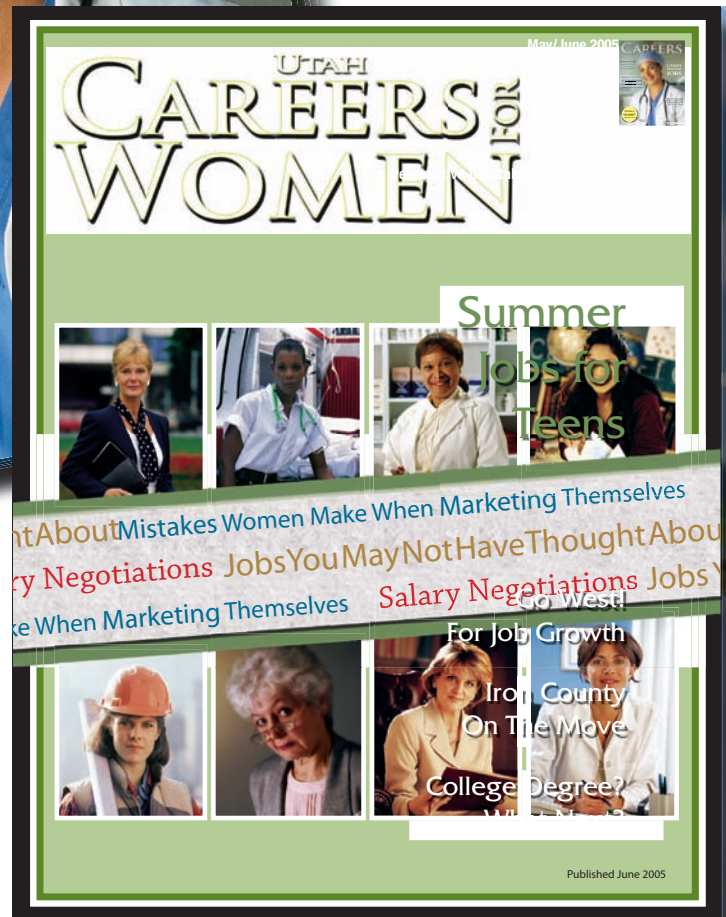
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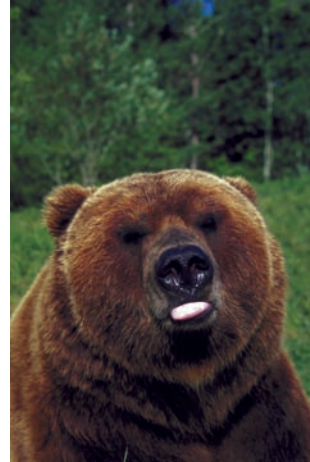
Mistakes Women Make When Marketing
Themselves





Kane County Highlight

did you know?




- The Grand Staircase-Escalante National Monument welcomed almost 700,000 visitors in 2003.
- Kane County is home to the Western Legends Round-Up where you can listen to the top cowboy poets in the nation.

Kane County is one of the gateways to the Grand Staircase-Escalante National Monument and the Lake Powell Recreational Area. These and other scenic beauties draw many visitors to the area. In fact, the leisure/hospitality industry includes almost one-third of Kane County's nonfarm employment—more than any other major industrial sector.

The aftermath of 9-11 and the recent recession cut down on travel and recreation in the area and contributed to a loss of employment during 2002. However, Kane County is back in

the job creation mode today—jobs grew almost 4 percent in 2004.

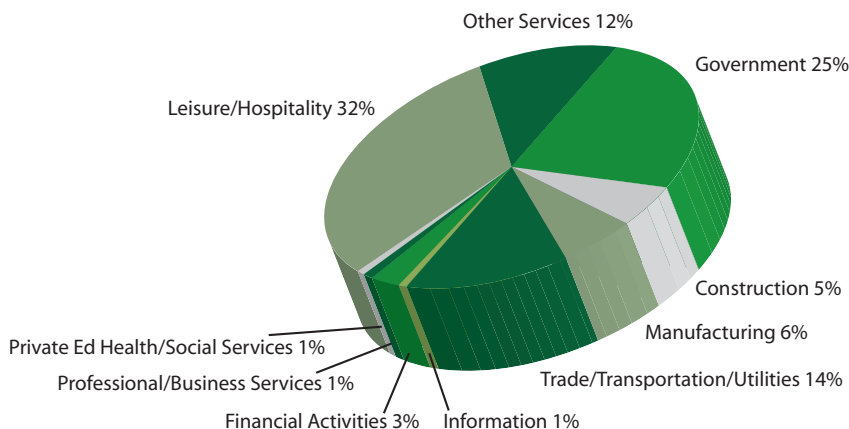
What county in Utah is home to the largest animal sanctuary in the United States, has starred in many movies, and was home to the first all-female city council in the U.S.? It's Kane County!

In many nonurban counties, the largest employer is typically the public school district. Not so in Kane County. Two private companies top the list of Kane County's largest employers (one tourism-related and the animal sanctuary). In addition, the federal government has a major presence and the county is expanding its employment offerings with the addition of a new bank call center. 

• “Utah’s Little Hollywood” is a phrase coined to describe Kane County. More than one hundred movies have been filmed in the county including *Fort Apache*, *The Lone Ranger*, *The Rainmaker*, *Planet of the Apes*, and *Maverick*.

• Kane County has the third-oldest population in Utah with 17 percent of individuals age 65 or older.

Kane County 2004 Nonfarm Employment by Industry



Source: Utah Department of Workforce Services

More? go to: <http://jobs.utah.gov/wi/Regions/Western/kane/kane2.asp>

If they come, You will b

“The construction industry is sensitive to [population] growth, and is one of the industries through which population growth feeds its economic expansion.”


The latest employment numbers continue to paint a strong economic environment in Utah. Employment growth of 3.5 percent in April is one of the best employment growth rates in the country. Utah has experienced a rapid and hefty employment jump since coming out of the recession in late 2003. Employment gains are observed in all industrial classifications, showing growth across the board. Even with that, large increases in construction employment are worth noting.

Around 6,000 new construction jobs have been added over the past year.

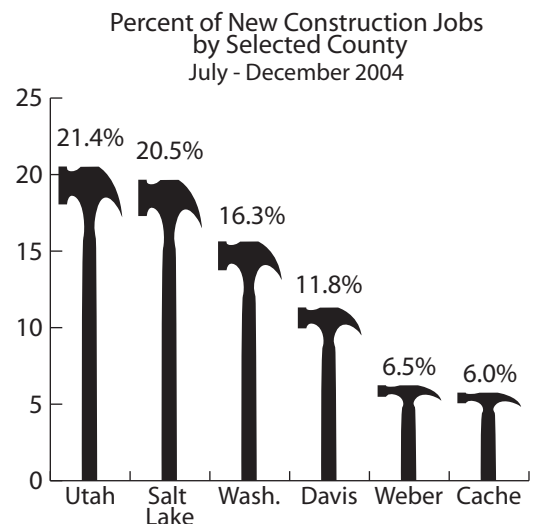
Population growth acts as an economic driver. More people demand more goods and services. The construction industry is sensitive to this growth, and is one of the industries through which population growth feeds its economic expansion.

Over the past year, the construction industry has grown by around 8 percent or more. This is a very strong employment growth rate. With some fluctuation, depending upon the month, around 6,000 new construction jobs have been added over the past year. Two-thirds of these are developing in what we call specialty trade contracting. Among these are plumbing and HVAC contractors, site preparation contractors, finish carpentry contractors, framing contractors, concrete pouring, masonry contractors, and roofing contractors. That's a nice little potpourri of construction areas and activities.

Until recently, the majority of the construction expansion was not in Salt Lake County. Population-wise, Salt Lake County is the state's largest county, and usually generates the most activity, whether it be jobs or construction activity. Just within the past several months, Salt Lake County has finally

risen to that level. But for the year prior to that, other areas were generating higher levels of new construction activity. One of these is Washington County. Centered around St. George, construction activity has been hot and heavy in this southwest desert area. In fact, during Utah's recession, the vast majority of the state's new construction jobs were largely confined to this county. An extremely robust building cycle is still occurring in the county, but construction rebounds throughout other parts of the state have lowered Washington County's share of the statewide total. 

More? Go to: <http://jobs.utah.gov/wi/press/tlextra/tlextracurrent.asp>

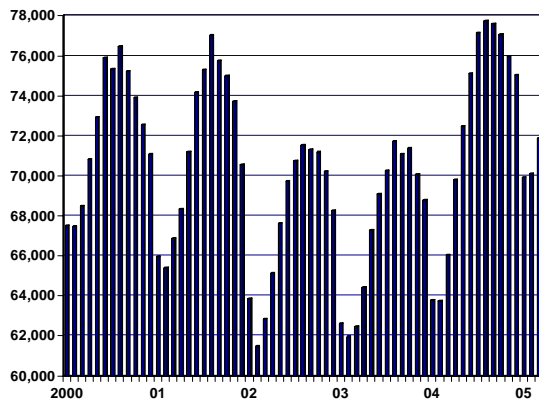


Source: Utah Department of Workforce Services

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Utah Construction Employment
by Month

January 2000 - March 2005



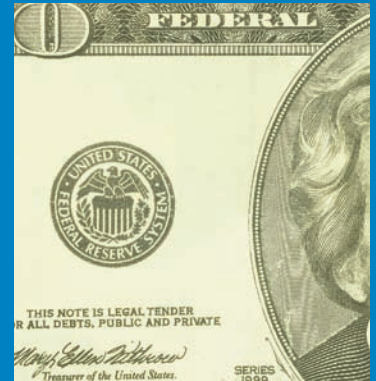
Source: Utah Dept. of Workforce Services

State/Metro Highlights

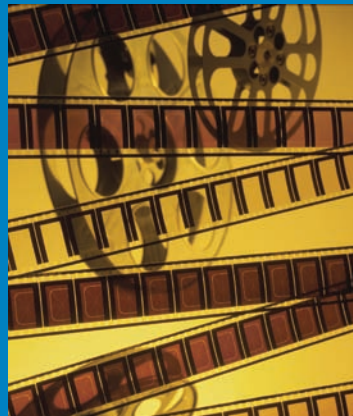


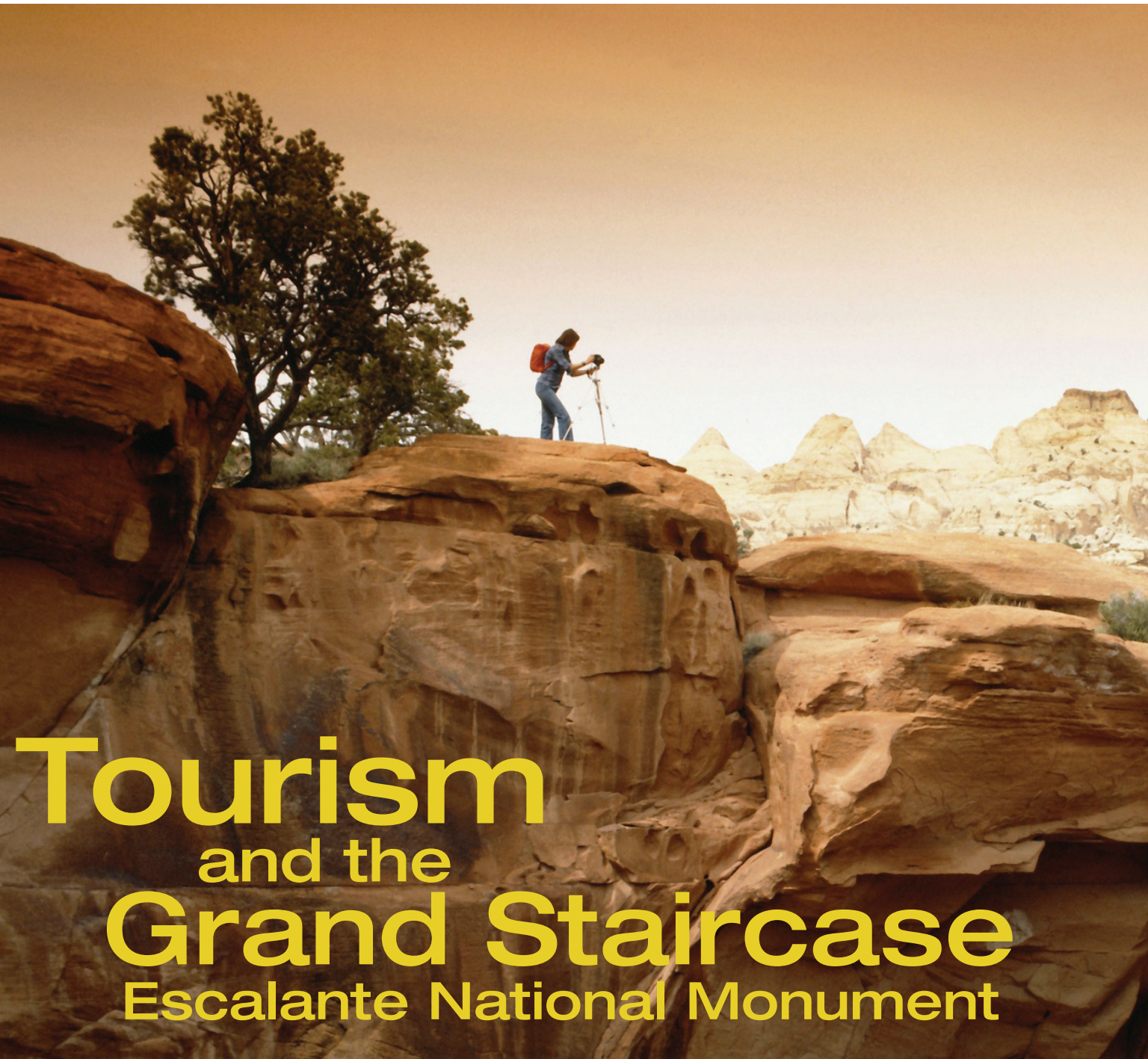
Utah's Hill Air Force Base does not appear on a Defense Department list of military installations slated for closure. Dugway Proving Grounds, Tooele Army Depot and Utah's National Guard bases also were left off the base closure list. http://www.sltrib.com/utah/ci_2732256

The amount of venture capital flowing to Utah companies rose to \$109.8 million in the three months ended March 31, an increase of 174 percent from \$40.1 million raised in the first quarter of 2004. <http://deseretnews.com/dn/view/0,1249,600132625,00.html>



This year more than 45,000 people ventured to Park City and other nearby Sundance Film Festival sites. A study conducted by the University of Utah's Bureau of Economic and Business Research indicates this year's 11-day event generated \$42.7 million in economic activity for the state. http://www.sltrib.com/utah/ci_2609257





Tourism and the Grand Staircase Escalante National Monument

W

When, as a teenager, my husband spent his summers herding cattle across the remote landscape of the Kaiparowits Plateau, he had no idea that the desolate area he traversed would one day become part of the 1.7-million-acre Grand Staircase-Escalante National Monument (GSENM). Of course, President Clinton's 1996 proclamation caught most Utahns by surprise and seemed to escalate an already contentious debate over western wilderness. Now—nearly a decade later—the debate continues over how that vast and beautiful land should be used.

Here we'll focus on the monument's impact on tourism and (for now) ignore the monument's economic repercussions on cattle grazing and mining. This is no easy task. Kane and Garfield counties were both heavily dependent on tourism and recreation-related employment long before the creation of GSENM, making the impact on jobs unclear.

No Easy Answers

Tourism employment estimates from the Utah Travel Council show little change in tourism-related employment in Garfield and Kane counties since the monument's creation (some years, it's up; some years, it's down). And, just looking at employment in the lodging industry gives the same type of result. This analysis doesn't mean the monument has not created tourism jobs, it just means we can't quantify its employment impact.

Perhaps the most important impact on local employment has been in the public sector.

After all, tourism-related jobs are not known for their high wages, but federal government employment provides some of the area's highest compensation. Kane County has benefited most from the increased federal employment needed to run and maintain monument venues. Bureau of Land Management employment in Kane County has increased by roughly 20 positions since the monument's creation.

If You Build It, They Will Come

We know that people are visiting GSENM and they are spending money. In 2003, visits to the monument totaled almost 700,000—down from the peak visitation year of 1999 (1.1 million visits). Many visitors make a monument visit part of larger tour of the national parks. In addition, preliminary results from a Utah State University Institute for Outdoor Recreation and Tourism study show that those visitors spent an estimated \$88 million—no small chunk of change. ⓘ

More?

Go to:

<http://extension.usu.edu/cooperative/iort/pResearch>

<http://travel.utah.gov/countyprofiles.html>

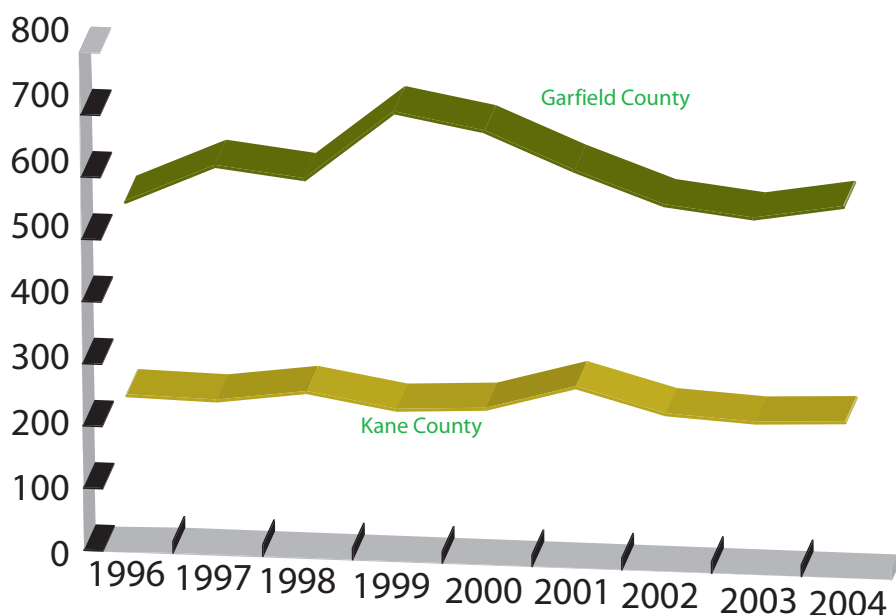
did you know?

- DHS Products, a manufacturer of abrasive manicure products, has relocated to Cedar City. The company is one of the largest producers of manicure supplies such as fingernail files and buffers. The company employs about 100 people, about 50 of whom are permanent, full-time workers. *The Spectrum*

- An order by the Utah Public Service Commission has opened the door for a Texas company to build a \$200 million natural gas-fired power plant in Mona, Juab County, possibly leading to the creation of 100 new jobs. *The Deseret News*

- A tiny oil company has snapped up leasing rights to a half-million acres in central Utah that it says could yield a billion barrels or more of oil. Geologists are calling it a spectacular find—the largest onshore discovery in at least 30 years. The find, in Sevier County, was made by Wolverine Gas & Oil Corp. *Salt Lake Tribune*

Lodging Industry Employment in Garfield and Kane Counties



Source: Utah Department of Workforce Services

W

Well, that is a bit of an exaggeration, but one might think that of the “dismal science” after hearing economists’ responses to questions regarding tourism. In the extreme, economists will altogether deny the existence of a “tourism industry”. Most, however, will simply struggle with the term and offer many caveats to their industrial analysis.

Why such trouble over a term that we so frequently use? Often, journalists will report on the “tourism industry” in Utah and their assessments are logical and to-the-point. Even our local politicians will wax philosophic on the importance to the Utah Economy of the tourism industry. However, if you put the question to an economist, you will most assuredly receive a less-than-clear answer. Is it because economists are confused? Not at all. It is because of the framework they use to analyze business activity. Hopefully, with a bit of explanation you will understand the difficulty in describing this “industry”.

Describing a *TOURIST* is an easy task. She has a camera around her neck, a fanny-pack at her waist, and sensible shoes on her feet. In Utah, you may find her and the rest of her traveling companions at the Temple Square Visitors’ Center or posing underneath Delicate Arch in Arches National Park.

Describing the *tourism* industry, however, is a much more difficult endeavor. Which components of Utah commerce should be put under the umbrella of Utah’s tourism industry? Which should be left out?

Some businesses are largely described as tourist-serving entities. These include hotels, RV parks, and car-rental agencies. However, other businesses may not fit so neatly into the category of tourism, yet are an integral part of the industry. Take, for example, restaurants. When you are on vacation, you probably eat at restaurants frequently. Yet on any given day, most restaurants will serve meals to both local and non-local diners. So, how much of a restaurant’s activity belongs in the tourism industry? Other businesses that fall into this gray area of tourism are grocery stores, health care facilities and gas stations.

As if that isn’t enough to confuse the economic analysis, there is also the seasonality issue. For example, a restaurant in Moab may primarily serve tourists during the summer months, but in the winter their revenue is mainly coming from local patrons. Seasonal issues only compound the difficulty in defining the tourism industry.

The bottom line is that the line separating tourism services from other services is not clear. Because of this, it is difficult to create a definitive list of commercial activity that falls within the definition of tourism, and even more difficult to predict its performance over time. However, because it is such an integral part of the Utah economy, economists, including those here at DWS (who do indeed take vacations from time to time), have developed proxies that allow us to measure and assess the “tourism industry” in Utah. 📍

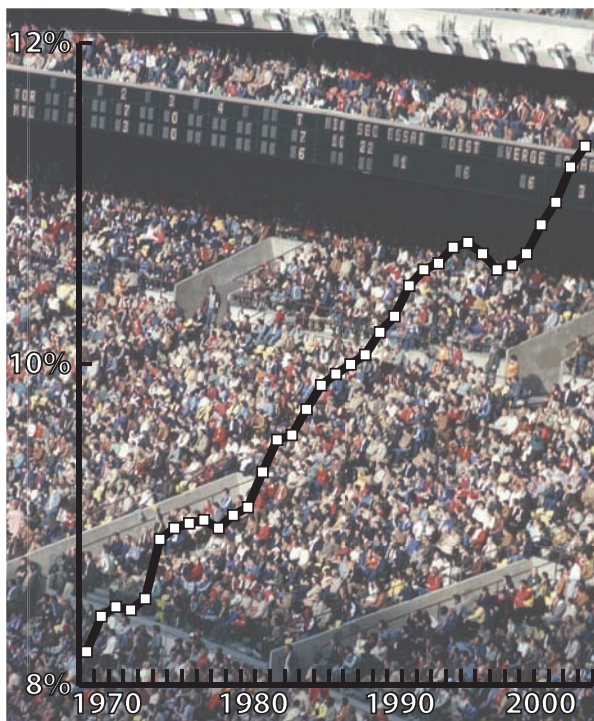
For more information on the tourism industry in Utah go to: <http://travel.utah.gov/researchplanning.html>







Leisure and Hospitality Jobs as a Percent of Total Private Jobs in U.S.



Source: U.S. Bureau of Labor Statistics

Over time, the economy expands, incomes rise and the standard of living in the United States continues to increase. In this process, new knowledge and technology is incorporated into ever-changing patterns of commerce. Our time is appropriately referred to as the information age, with an increasing share of the workforce moving out of goods-producing activities into service-producing activities.


Nowhere is the changing structure of economic activity more evident than in the increasing demand for food and drink, recreation, amusement and lodging. For the purposes of keeping track of the economy, the U.S. government has grouped these and related activities into a broad industrial sector – “leisure and hospitality.”

In 1970, the leisure and hospitality industry accounted for about 8.2 percent of all private nonfarm employment. Over time, Americans are choosing to eat out more and increasingly pursuing sporting activities and the arts – as spectators and participants. They are also engaging in a wide variety of other recreational, amusement, and travel activities. By 2003, private sector employment in leisure and hospitality had increased to 11.4 percent.

With its abundant outdoor recreational opportunities, scenic beauty, many national and state parks, world class skiing, and other tourist attractions, Utah would naturally seem to be a place with a high degree of business activity in leisure and hospitality. Out of the 50 States and the District of Columbia, Utah ranks 22nd in the percentage of private sector jobs in leisure and hospitality at 11.6 percent. When you divide leisure and hospitality up into seven smaller industry categories, Utah, surprisingly looks quite similar to the breakout found in the nation as a whole.

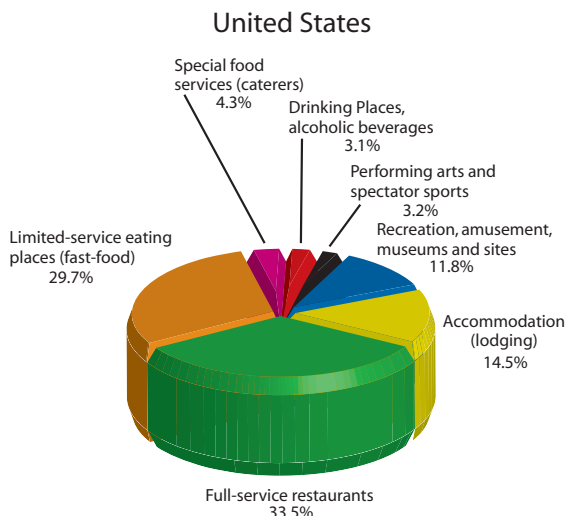
Utah does have relatively more private sector jobs in recreation and lodging than the national average because of the tourist draw of our outdoor activities – particularly winter skiing. Utah ranks third, behind Colorado and New Hampshire in the proportion of its private

jobs located at skiing facilities. While the proportion of private Utah workers in the ski industry is just 0.34 percent, this is a little more than ten times the national average of just 0.03 percent. The direct ski industry jobs seem to be few but they support other leisure and hospitality jobs at restaurants and hotels. This is also true for many other Utah recreational pursuits – boating, hunting, camping, river running, hiking and site seeing.

As we become more prosperous as a nation, people will seek to broaden their recreational, leisure and travel opportunities. So into the future, leisure and hospitality will continue to play an important role in the economic life of the United States and in Utah. 

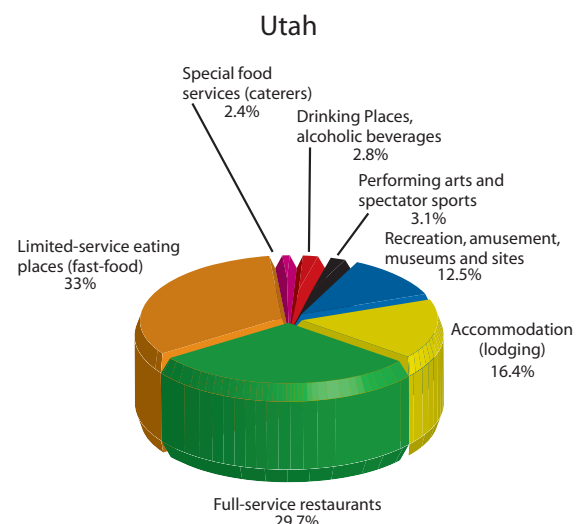


2003 Distribution of Jobs in the Leisure and Hospitality Industry for Utah and U.S.



Total leisure and hospitality Jobs 12,162,238 or 11.36 percent of private nonfarm jobs.

Source: U.S. Bureau of Labor Statics



Total leisure and hospitality jobs 99,560 or 11.62 percent of private nonfarm jobs.

71 Arts, Entertainment, and Recreation



Utah

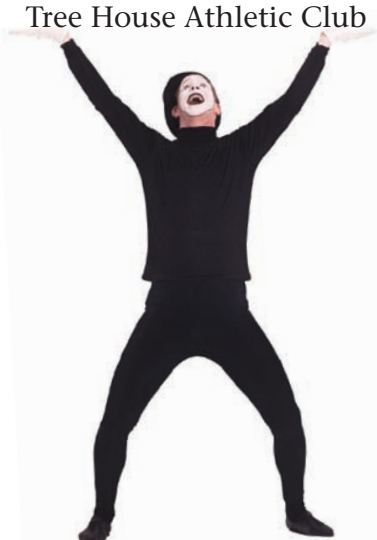
Largest Employers

Deer Valley Resort
The Delta Center
National Park Service
Lagoon
The Canyons
Park City Mountain Resort
Thanksgiving Point
Salt Lake City Parks
Alta Ski Resort
Sports Academy & Racquet Club
Ogden Athletic Club
Ogden Parks & Recreation
St. George City Museum
24 Hour Fitness
Snowbasin Ski Resort
Utah Hogle Zoo
Xcel Spa & Fitness
Tree House Athletic Club

The Arts, Entertainment, and Recreation sector includes a wide range of establishments that operate facilities or provide services to meet varied cultural, entertainment, and recreational interests of their patrons. This sector comprises (1) establishments that are involved in producing, promoting, or participating in live performances, events, or exhibits intended for public viewing; (2) establishments that preserve and exhibit objects and sites of historical, cultural, or educational interest; and (3) establishments that operate facilities or provide services that enable patrons to participate in recreational activities or pursue amusement, hobby, and leisure time interests.

Arts, Entertainment, and Recreation comprises 1.8 percent of all state employment. It has an average monthly wage of \$1,518, 43 percent lower than the statewide average for all industries.

2004	Employment	Wage*
Total	19,954	\$1,518
Performing Arts & Spectator Sports	3,005	\$3,101
Performing Arts Companies	730	\$2,070
Spectator Sports	634	\$8,398
Promoters of Performing Arts & Sports	1,292	\$1,128
Agents & Managers for Public Figures	55	\$4,350
Independent Artists, Writers, & Performers	294	\$2,679
Museums, Historical Sites, Zoos, & Parks	1,894	\$2,084
Amusements, Gambling, & Recreation	15,055	\$1,131
Amusement Parks & Arcades	1,209	\$922
Other Amusement & Recreation Industries	13,755	\$1,149



North American
Industry
Classification
System

Year	Employment	Average Monthly Wage	% of Utah Avg. Wage	# of Establishments	Payrolls	Emp. % of State Totals	Payroll % of State Total
2000	18,232	\$1,326	55.2	799	\$290.1 M	1.7	0.9
2001	20,045	\$1,468	59.4	851	\$353.1 M	1.9	1.1
2002	20,903	\$1,804	71.9	4,324	\$452.5 M	1.9	1.4
2003	19,703	\$1,486	58.2	4,392	\$351.3 M	1.8	1.1
2004	19,954	\$1,518	57.5	4,647	\$363.5 M	1.8	1.0

industry history

arts,
entertainment,
& recreation

County	A/E.S. Employment	% of State A/E.S. Emp	A/E.S. % of County Total Employment	Largest A/E.S. Employer
Salt Lake	6,728	33.7	1.3	The Delta Center
Summit	2,748	13.8	15.7	Deer Valley
Utah	2,626	13.2	1.6	Thanksgiving Point
Davis	2,346	11.8	2.5	Lagoon
Weber	1,454	7.3	1.6	Ogden Athletic Club
Washington	1,048	5.3	2.4	St. George City Golf Course
Cache	696	3.5	1.5	Sports Acad. & Racq. Club
Kane	379	1.9	13.3	Aramark Sports
Grand	339	1.7	8.1	National Park Service
Iron	326	1.6	2.2	Brian Head Resort

county profiles

arts,
entertainment,
& recreation



Equal Opportunity Employer/Program Auxiliary aids and services are available upon request to individuals with disabilities. Call (801) 526-9240. Individuals with speech and/or hearing impairments may call the state relay at 1-800-346-4128.





Utah Department of Workforce Services
Economic and Data Collection and Analysis Unit
<http://jobs.utah.gov/wi>


Getting There





The war in Iraq, terrorism, drought, and uncertain economic conditions presented a challenging set of circumstances for the travel industry in the first part of 2003. As the economy began to improve in 2003, people began to travel again once they felt better about their pocketbooks. Additionally, society seems to have accepted the fact that terrorism may always pose a threat, but life must go on and people will travel. When comparing Utah's 2003 tourism statistics to the 2002 numbers, many numbers went down in light of being compared to an Olympic year, but if 2003 statistics are compared to 2001, some segments show improvement, others show a downward trend. Visitation numbers, traveler spending, and travel-related tax revenue decreased compared to 2002.

 Total spending by travelers decreased 1.3% in 2003, totaling \$4.631 billion. In looking at taxable sales figures from five key industry sectors, transportation, auto rentals, hotels & lodging, and amusement & recreation all suffered declines, while eating & drinking increased compared to 2002. The 1.0% decrease in the overall tourism sector growth rate in 2003 is somewhat expected, given the fact that 2003 is being compared to 2002 (Utah's Olympic year).

 Total state and local tax contributions from traveler spending totaled \$367 million in 2003. Tax revenues from traveler spending provided tax relief of \$444 per Utah housing unit. Local tax revenues accounted for \$97 million while \$270 million accrued to state tax coffers.

 Tourist arrivals to Utah totaled 16.9 million in 2003, 2.2% less than 2002 visitation. A struggling economy and the fact that 2003 was compared to the year of the Salt Lake 2002 Olympic Winter Games may explain the decline in visitation.

 County-based tourism tax collections (transient room tax, restaurant tax, car rental tax) totaled nearly \$50.2 million in 2003, down 4.6% from 2002. Six counties (Salt Lake, Summit, Utah, Davis, Washington, and Weber) accounted for 86% of total tourism tax revenues. However, year-over comparisons reveal growth and declines in areas throughout the state.



 The number of visitors in 2003 declined compared to the number of visitors in 2002. However, the number of tourism-related jobs increased slightly during 2003. An estimated 1,983 tourism-related jobs were added in Utah in 2003, increasing the statewide employment total to 108,683. Salt Lake County led the way with over 40,000 tourism-related jobs. Utah, Davis, Weber, Summit, and Washington Counties each accounted for over 6,000 tourism-related jobs.

Advice From the Utah Department of Workforce Services

Just because a job is "new" and "emerging" does not mean there are a lot of these jobs right now. In fact, we're not absolutely certain there will ever be a large number of openings in any of these jobs. However, it does provide insight into how existing jobs are evolving and what incumbents might face in the future. It may also be helpful for people making long-term career decisions to see what types of skills may be required in the future. And it is interesting.

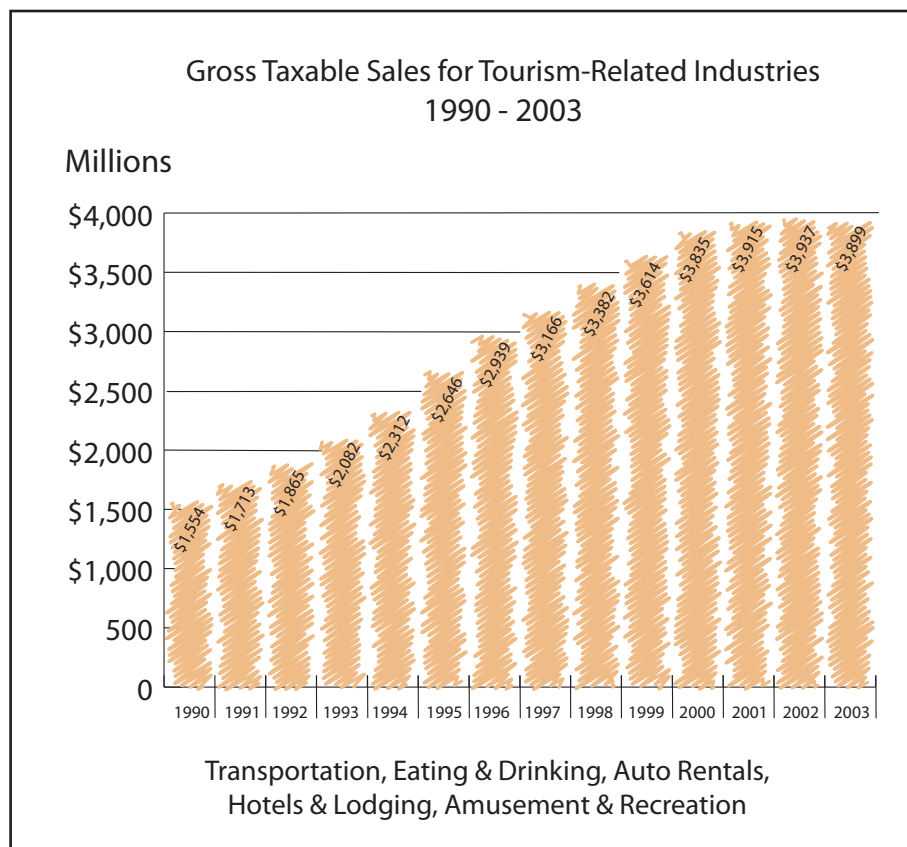
 Tourism-related employment accounts for 9.94% of total non-farm jobs in Utah (one in every 10 jobs). If tourism is treated as a separate industry, it is the sixth-largest employment sector in

the state, behind Trade, Transportation, Utilities; Government; Professional & Business Services; Education & Health Services; and Manufacturing.

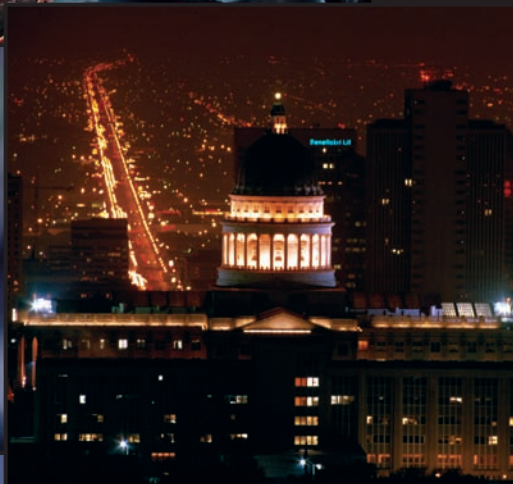
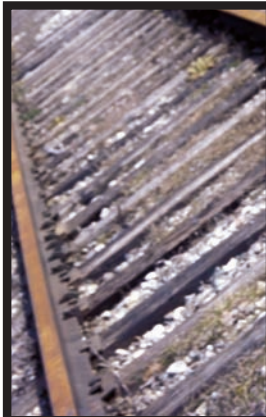
 Although the top six counties account for over 75% of tourism-related employment, many rural Utah counties are highly dependent on tourism. Travel related jobs account for more than a fifth of total non-farm employment in ten Utah counties: Daggett, Grand, Garfield, Summit, Kane, Rich, San Juan, Wayne, Wasatch, and Beaver. 

Note: The above article is a summary of research conducted by the U.S. Bureau of Labor Statistics. The research in its entirety can be found at:
<http://www.bls.gov/oes/2003/may/emerging.pdf>

Rank	County	2003 Tourism Tax Revenue	Percent of State Totals
1	Salt Lake	\$27,514,124	54.8%
2	Summit	\$4,306,974	8.6%
3	Utah	\$3,908,471	7.8%
4	Washington	\$2,602,357	5.2%
5	Davis	\$2,520,909	5.0%
6	Weber	\$2,354,802	4.7%
7	Grand	\$991,060	2.0%
8	Cache	\$888,934	1.8%
9	Iron	\$787,192	1.6%
10	Garfield	\$574,343	1.1%
11	Wasatch	\$413,579	0.8%
12	Tooele	\$407,330	0.8%
13	Box Elder	\$382,199	0.8%
14	Uintah	\$355,018	0.7%
15	Kane	\$353,665	0.7%
16	Sevier	\$343,998	0.7%
17	Carbon	\$303,556	0.6%
18	San Juan	\$218,363	0.4%
19	Beaver	\$152,982	0.3%
20	Wayne	\$136,758	0.3%
21	Emery	\$132,162	0.3%
22	Juab	\$121,782	0.2%
23	Sanpete	\$111,782	0.2%
24	Duchesne	\$102,410	0.2%
25	Rich	\$87,382	0.2%
26	Millard	\$80,125	0.2%
27	Daggett	\$66,193	0.1%
28	Morgan	\$24,861	0.0%
29	Piute	\$7,667	0.0%
STATE OF UTAH		\$50,250,433	100.0%



The Art of Travel



Two items on Governor Huntsman's Ten Point Plan for Economic Revitalization in Utah relate to Tourism

Enhance Utah's National and International Image

For Utah to stimulate economic development in business, convention trade and tourism, we must enhance our national and international image. We want to be known as an attractive place in which to do business, to visit and to live. Specifically, the following measures should be considered and enacted:

- Assess current status of Utah's image nationally and internationally
- Benchmark current Utah image-improvement efforts against "best-in-class" state and corporate programs
- Update and upgrade materials used to project Utah's image
- Proactively increase awareness outside Utah that "Utah is the place" for businesses, convention trade, tourism and good living
- Enhance the image of small and medium business success in Utah
- Establish a direct line of contact to the Governor
- Formulate a trade show recruiting list
- Promote Utah as a year-round vacation spot

Promote Tourism

I will work to help Utah regain the momentum that was established in 2002. I will focus my efforts on supporting the following key areas that will increase value added tourism in Utah:

- Support current initiatives to increase Utah's marketing efforts
- Strategically incorporate tourism into mainstream economic development
- Actively promote responsible hunting, fishing and outdoor recreation
- Recruit conventions, conferences and tourists
- Increase the reinvestment of tourism-generated revenue for the benefit of growth in the tourism industry



Who's Tourism-Dependent?

Let's face it—this is Utah. There's no shortage of ski slopes, red rock, recreation, national/state parks, mountain-biking and wilderness experiences to attract the tourist crowd. Just take a trip to Zion National Park in the summer and you might just find yourself the only English speaker in the immediate vicinity. (I love reading mystery novels where older British ladies are taking the "Utah parks tour.") In fact, the Utah Travel Council estimates that 17.5 million visitors traveled to Utah in 2004, and those travelers spent almost \$5 billion in the Beehive State.

Yes, I'd say tourism is "big business" in Utah. And, Governor Huntsman has just announced he'd like to lure another 5 million visitors to Utah this year and he's willing to spend \$18 million to attract that additional \$1.4 billion in traveler spending.

No Easy Answer

But which local economies depend most heavily on the tourism trade? This is no easy question. Recently the new North American Industrial

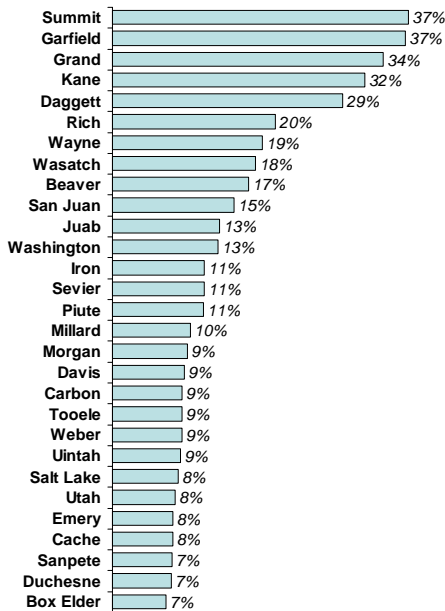
Classification System (NAICS) was adopted by U.S. data collection agencies. NAICS is the basis of all government data collection by industry in this country as well as in Mexico and Canada. Perhaps unfortunately, nobody added the "tourism" industry.

No Tourism Industry?

Why? It's just not practical. Businesses which at least partially owe their existence to tourism range from airlines to restaurants to hotels, to bus carriers, to retail stores, to public safety. How does one break down the share of employment in a restaurant that serves the tourist versus the share that serves the hometown folk? While NAICS can't answer all these questions, it did create the new "leisure/hospitality" industry, which provides a good (and readily available) proxy for tourism employment. This classification includes hotels/motels, recreation, amusement venues, restaurants, bars, etc.

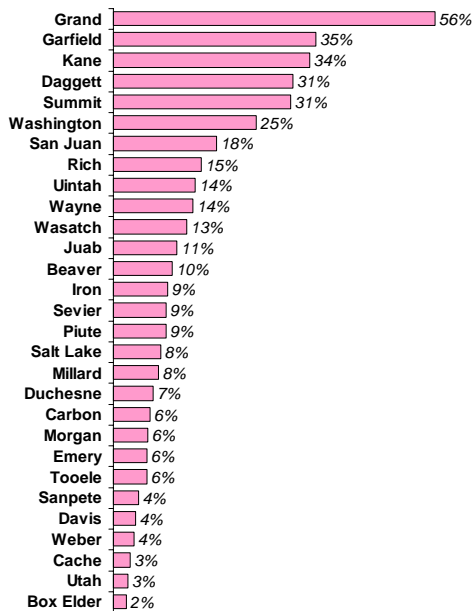


2004 Leisure/Hospitality Industry Employment as a Percent of Total Nonfarm Jobs



Source: Utah Department of Workforce Services.

2003 Estimated Traveler Spending as a Percent of Total Personal Income



Source: Utah Department of Workforce Services.

Tourism Dependency


When we examine counties with a high share of leisure/hospitality employment we should begin to see which county economies are tourism-dependent. Top on the list: Summit, Garfield, Grand, Kane and Daggett counties. When you remember the national/state parks and monuments, ski slopes and other recreational activities available in these five counties, the ranking certainly makes sense.

Not satisfied with this answer? Well, the Utah Travel Council has estimated total tourism employment using a model which incorporates the many different business activities which support the "industry." When these estimates are used, the same five counties (Daggett, Grand, Garfield, Summit, and Kane) rise to the top—although in a slightly different order.

Spending, Spending, Spending

So far, so good. But, let's look at one more indicator. The Travel Council also estimates the amount of tourist spending by county. What happens when we take that "estimated tourist spending" as a percent of total personal income and rank the counties one more time? (Drum roll, please!) The same five counties (Grand, Garfield, Kane, Daggett, and Summit) top the list. I think we've got our answer to the tourism-dependency question.

Bottom of the Pile

Which counties consistently fall towards the bottom in these rankings of tourism-dependency? Box Elder, Cache, and Sanpete economies appear to depend least on visitors for economic well-being. 

For more information on the impact of tourism in Utah see:
<http://travel.utah.gov/researchplanning.html>



jobs in Tourism



From Utah's ruggedly beautiful red rock country to its best snow on earth, the state has many enticements to lure visitors. That beauty alone does not a travel and tourism industry make. Every day, across the state, Utahns go to work to serve travelers from across the globe. Without these workers, there would be no tourism industry. They make the whole thing work. In the minds of tourists, the warmth and helpfulness of these workers are eclipsed only by the state's raw beauty.

Working in Utah's leisure and hospitality industries can be fun and exciting, with many little perks that can excite the heart and soul. It can also entail long hours and relatively low pay. If you are looking for a job with lots of upward mobility and great pay you might want to look elsewhere. On the other hand, if you are looking to make some money and have fun out in the country you love, or if you want a job with very flexible hours, these jobs are for you. Opportunities in this field are also on the rise. Based on data from the Bureau of Economic Analysis, national tourism-related employment has been increasing since the fourth quarter of 2003.



Some other things you should consider before taking a travel or tourism job: in general, these jobs are very detail and customer oriented. If you love dealing with people and can keep track of the little things, you will do well in this field. Likewise, if you have received some advanced training – have completed a certificate program in customer service, for example – you will have an easier time landing promotions. Even without additional training, working in this field will help you build up your soft skills, which you can easily transfer to other jobs in other industries.

Of course, defining what a tourism-related job is can be a little daunting. Sure, there are some obvious ones, like hotel clerk or travel guide, but did you know that taxi drivers and cashiers are also in some sense part of the “travel” industry? Confusion arises because the North American Industrial Classification System (NAICS), which is used to organize industry employment data, doesn't define a specific tourism industry. Without this classification, we can't say that a particular handful of jobs belong to tourism. So what to do?

Well, here comes the Standard Occupational Classification (SOC) system to the rescue. We use this separate system to organize occupations, or what people do. Looking at the SOC structure we can see that there are indeed occupations that are obviously part of the tourism industry. You can find tourism-related occupations, as well as many others, using the Department of Workforce Services' Utah Economic Data Viewer. Here are just a few to pique your curiosity.

More?

[http://jobs.utah.gov/jsp/wi/utalmis/OccupationInformation @ Utah's Economic Data Viewer](http://jobs.utah.gov/jsp/wi/utalmis/OccupationInformation@Utah'sEconomicDataViewer)

[Careers.utah.gov](http://careers.utah.gov)
jobs.utah.gov



- Lodging Managers**—Plan, direct, or coordinate activities of an organization or department that provides lodging and other accommodations. \$17.70 median, 11-9081


- First-line Supervisors of Housekeeping and Janitorial Workers**—Supervise work activities of cleaning personnel in hotels, hospitals, offices, and other establishments. \$13.20 median, 37-1011

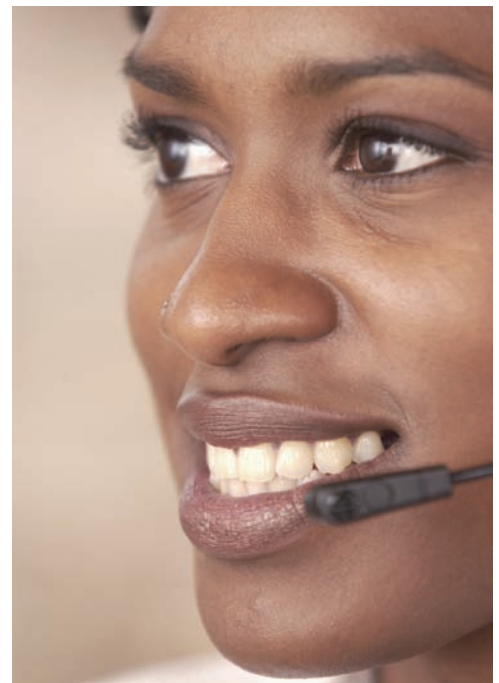
- Maids and Housekeeping Cleaners**—Perform any combination of light cleaning duties to maintain private households or commercial establishments, such as hotels, restaurants, and hospitals, in a clean and orderly manner. Duties include making beds, replenishing linens, cleaning rooms and halls, and vacuuming. \$7.90 median, 37-2012

- Hotel, Motel, and Resort Clerks**—Accommodate hotel, motel, and resort patrons by registering and assigning rooms to guests, issuing room keys, transmitting and receiving messages, keeping records of occupied rooms and guests' accounts, making and confirming reservations, and presenting statements to and collecting payments from departing guests. \$8.80 median

- Travel Guides**—Plan, organize, and conduct long distance cruises, tours, and expeditions for individuals and groups. \$15.70 median, 39-6022

- Reservation and Transportation Ticket Agents and Travel Clerks**—Make and confirm reservations and sell tickets to passengers and for large hotel or motel chains. May check baggage and direct passengers to designated concourse, pier, or track; make reservations, deliver tickets, arrange for visas, contact individuals and groups to inform them of package tours, or provide tourists with travel information, such as points of interest, restaurants, rates, and emergency service. \$13.10 median, 43-4181

There are many opportunities in the tourism industry. Even if you aren't considering a career in this field, these jobs will help you refine soft skills that all employers desperately want. You'll also be helping an important industry in the state keep its world-renowned image as an amazing vacation destination. 



the facts are....

May 2005		Changes From Last Year	
Utah Unemployment Rate	4.9 %	↓	0.4 points
U.S. Unemployment Rate	5.1 %	↓	0.5 points
Utah Nonfarm Jobs (000s)	1,137.3	↑	3.4 %
U.S. Nonfarm Jobs (000s)	134,081.0	↑	1.5 %
U.S. Consumer Price Index	194.4	↑	2.8 %
U.S. Producer Price Index	154.4	↑	5.2 %

Source: Utah Department of Workforce Services

did you know?

There are 105,600 jobs in the leisure and hospitality industry. Two-thirds of those jobs are in the food service industry.



Theme - Poverty

Highlighted County
- Wayne

Industry - Real
Estate, Rental and
Leasing

Next Time

Trendlines

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